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CLAIMS:

1. A method of providing access to a consumer device (101), comprising:
allowing a user to select a content provider (107, 108, 109) from a set of representations (202-207) of offerings by content providers (107, 108, 109) receiving a selection (203) of a content provider from the set, and providing the selected content provider access to the consumer device (101).
2. The method of claim 1, further comprising providing registration information on the user to the selected content provider for facilitating a subscription for the user to the selected content provider.
3. The method of claim 1, whereby providing access comprises receiving a transmission from the selected content provider and intended for the consumer device (101), and retransmitting the transmission to the consumer device (101).
4. The method of claim 3, whereby providing access further comprises transcoding the transmission to a format suitable for the consumer device (101).
5. The method of claim 1, further comprising receiving a referral fee from the selected content provider after arranging the access to the consumer device (101).
6. An arrangement for providing access to a consumer device (101), whereby the consumer device (101) comprises input means (103, 104) for allowing a user to select a content provider (107, 108, 109) from a set of representations (202-207) of offerings by content providers (107, 108, 109), and selection means (211) for submitting a selection (203) of a content provider from the set to a gateway system (106) connected to the consumer device (101), the gateway system (106) comprising selection reception means (340) for receiving a selection (203) of a content provider from the selection means (211), and access means (331, 337, 338, 339) for providing the selected content provider access to the consumer device (101).

2. The method of claim 1, further comprising providing registration information on the user to the selected content provider for facilitating a subscription for the user to the selected content provider.

3. The method of claim 1, whereby providing access comprises receiving a transmission from the selected content provider and intended for the consumer device (101), and retransmitting the transmission to the consumer device (101).

4. The method of claim 3, whereby providing access further comprises transcoding the transmission to a format suitable for the consumer device (101).

5. The method of claim 1, further comprising receiving a referral fee from the selected content provider after arranging the access to the consumer device (101).

6. An arrangement for providing access to a consumer device (101), whereby the consumer device (101) comprises input means (103, 104) for allowing a user to select a content provider (107, 108, 109) from a set of representations (202-207) of offerings by content providers (107, 108, 109), and selection means (211) for submitting a selection (203) of a content provider from the set to a gateway system (106) connected to the consumer device (101); the gateway system (106) comprising selection reception means (340) for receiving a selection (203) of a content provider from the selection means (211), and access means (331, 337, 338, 339) for providing the selected content provider access to the consumer device (101).

7. A gateway system (106) for use in the arrangement of claim 6, comprising selection reception means (340) for receiving a selection (203) of a content provider from the a consumer device (101), and access means (331, 337, 338, 339) for providing the selected content provider access to the consumer device (101).

8. The gateway system (106) of claim 7, whereby the access means (331, 337, 338, 339) are arranged for receiving a transmission from the selected content provider and intended for the consumer device (101) and retransmitting the transmission to the consumer device (101).

9. The gateway system (106) of claim 8, whereby the access means (331, 337, 338, 339) are further arranged for transcoding the transmission to a format suitable for the consumer device (101).

10. The gateway system (106) of claim 7, further comprising registration means (310) for providing registration information on the user to the selected content provider.

11. A consumer device (101) for use in the arrangement of claim 6, comprising input means (103, 104) for allowing a user to select a content provider (107, 108, 109) from a set of representations (202-207) of offerings by content providers (107, 108, 109), and selection means (211) for submitting a selection (203) of a content provider from the set to a gateway system (106) connected to the consumer device (101).

12. The consumer device (101) of claim 11, further comprising display means (201) for presenting the set of representations (202-207) to the user.